



DATA VERACITY SOLUTION

VIDEO TRANSCRIPT

Today, the intelligent enterprise is generating more value than ever from data-hungry technologies such as artificial intelligence and the Internet of Things.

However, unverified, inaccurate or manipulated data—big or small—can have an adverse impact on your business.

Accenture has found that 79% of executives believe that organizations base their strategies on data, but many are yet to invest in verifying the truth within this data.

Resulting in a new kind of vulnerability—one that every digital business must address.

The Accenture Data Veracity Offering goes beyond addressing data quality by building confidence in three key data-focused tenets:

PROVENANCE enables you to verify the history of data—throughout its life cycle.

CONTEXT, considers the situation in which data is being used.

INTEGRITY, involves taking measures to maintain and secure data on a continuous basis.

Our offering assesses the data landscape for Quality, Risk and Relevance, and produces a Veracity score to quantify the trust within the enterprise data.

The Data Self Service offering is powered by the Accenture Data Intelligence Suite that helps discover critical data attributes and their impact, identify bias and build in industry context.

The days of manipulated and unverified data are over.

Bridge the data-trust gap with Accenture, today.

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.